

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. I.

NEW YORK, APRIL 15, 1889.

No. 19.

ENTERED AT THE NEW YORK POST OFFICE AS
SECOND-CLASS MAIL-MATTER.

ADVERTISING AGENTS AND NEWSPAPER PUBLISHERS.

The existing relations of publishers of newspapers and general newspaper advertising agents are in some respects unnatural and antagonistic. A little reflection will, perhaps, disclose reasons why they have become so, and possibly suggest a remedy.

So long as the general agent claims to represent all newspapers and to owe allegiance to none, a publisher can see no reason why he should not recognize all who are or pretend to be agents with the same impartiality that the agent assumes.

The general newspaper advertising agent who undertakes to represent all papers is not, in fact, the agent of any. He is simply a dealer, a buyer and seller of advertising space.

As a dealer he may be entitled to buy at a discount below the price at which space is sold to consumers. Yet, if the dealings of an advertiser who places his own advertising are very large he may perhaps expect and receive a similar concession.

The publisher of a newspaper having no special favors to expect from the agent who assumes to work for all papers, impartially, naturally holds himself at liberty to step in and secure an advertisement by direct contract whenever by doing so he can save the whole or a part of the commission which the agent will exact.

Advertisers have never been slow to take advantage of any condition of affairs likely to result to their advantage. Having an advertisement to be placed, the advertiser frequently applies to several agents, and perhaps to publishers also, for quotations for the purpose of ascertaining who will contract to do the required advertising

most cheaply. Conflicting interests are thus brought in contact, and that ill-feeling shall at times arise is inevitable.

The agent attempting to serve all papers impartially is prevented from putting forth a special effort for any, and consequently fails to represent a particular paper with the wide-awake energy that the publisher considers essential to properly protecting his interests. Therefore, the publisher, in self-defense, sometimes appoints a special agent: and being more interested in his success than he is in that of the general agent, who is absorbed by so many other interests, will occasionally permit the special agent to underbid the general agent: an act which the general agent naturally resents.

These are some of the causes that have generated a spirit of antagonism between newspaper publishers and general agents. Let us now consider in what way general newspaper advertising agencies can be made of more use and benefit to those newspapers which are most worthy of patronage by reason of influence, circulation and comparative value for advertising purposes, in proportion to the price demanded: and in what way the general agent can make it profitable for the publishers of such papers to seek closer relations with him and to extend so much countenance and protection as will be an equitable consideration for the better services to be rendered.

The general newspaper advertising agent having an established recognition, can increase his usefulness to the leading newspapers, which have a uniform rate of charge for advertising, and are fairly worth to an advertiser the price which they charge by cultivating more intimate relations with the publishers of such representative papers and by exerting himself specially for the benefit of such papers, so much so that the publishers shall be able to recognize a benefit actually accruing

from services which the agent can and does perform.

As a consequence of such benefit when actually conferred and acknowledged, a publisher will become almost as willing to receive orders through the agent so recognized as to have them come direct without his interposition. The commission allowed to the agent will be fully offset by special services and a guaranty against losses.

When this condition of affairs is arrived at, the publisher will refer applicants for advertising space to that agent whose office is nearest that of the applicant, and the publisher and the agent will work together to secure the largest amount of good advertising patronage.

This condition of affairs can never be expected to be reached while rival agents are possessed of power to underbid each other in the same field. Recognizing this fact, we recommend that every publisher of a paper of first-class importance shall select in the cities of New York, Philadelphia, Chicago, Boston and St. Louis some one person, either a general or special agent, through whom he would prefer to have his orders come, and allow to that person a commission of from five to ten per cent more than the commission which is allowed to local agents or canvassers, so that he may receive and forward advertisements from these and allow to them the usual commission, and still retain a margin of profit to pay for his own work and risk.

When, in furtherance of this plan, a publisher has selected his agent (only one in one city), and the agent so selected has accepted the appointment, it will then be the duty of the agent to become specially active, not for all papers, but for the selected ones which he has specially undertaken to represent.

Publishers having thus secured an agent in fact, will have no difficulty about exercising a control over his rates and business methods, or, failing this, may discharge him and appoint another: so that while no publisher has more than one authorized agent in a place, that agent who gives best service will in time find himself authorized to specially represent a large number of papers of the best class. Such an agent, so situated, will decline to represent at all any paper that fails to protect his legitimate interests.

He will be an agent in fact.

DISPLAY.

The displaying of an advertisement is an operation that is capable of a multitude of variations. Many advertisers have their own ideas as to how advertisements should be displayed. Some have no ideas at all. It is to the latter class that this article is addressed.

Display is used to give prominence to an advertisement. When skillfully employed it attracts attention and facilitates a perusal of the advertisement. In preceding issues *PRINTERS' INK* has advocated the use of illustrations as a display in advertisements. Pictures are good; they tell their story briefly.

Fancy display—and by this is meant the employment of unusual fonts of letters, the arranging of the advertisement in eccentric forms, or the giving of prominence to unimportant words arranged to be read consecutively, an example of which appeared in the preceding issue—is in most cases to be avoided. As an effective advertisement nothing can compare to a plain, business-like statement, set in plain, business-like type, in a plain, business-like way. Such an advertisement carries with it the imprint of unpretentious truth. Ordinary display will attract a reader's attention to an advertisement, and hold it long enough for him to find out if he is interested in what the advertisement treats of or not. If he is he will read it through; if not he will not read it, and it would benefit no one if he did.

The prevailing tendency seems to be to use in display capital letters; yet lower case letters furnish an infinitely better display, perhaps because the eye is more accustomed to them.

It is difficult to reduce the method of displaying advertisements to a series of rules, yet the following suggestions may be useful as guides, although they should not in all cases be adhered to:

In displayed advertisements there should be one leading line superior to all others in size, clearness and effect. That line should consist of the word or words which embrace the pith and marrow of the subject, and are consequently most likely to arrest the eye and give an insight into the object of the advertisement. This line should be located in the centre or at the head of the advertisement, and where surrounded or followed by closely-set or "solid" matter should be a full line, so that un-

sightly spaces shall not be left at either end. When the body of the advertisement is set in open style the leading line may be "fat," that is, not a full line.

The leading display line should be supported by subordinate lines displayed. It is generally an easy matter to pick out the main line, but to lay off the minor points of display is not so easy. The word or words that are selected for the main line are those that are the most significant and definite. To decide upon the minor lines the same rule should be observed. The displayed lines should give in a condensed form the information contained in the advertisement. The display should be the index.

Short display lines should be centered, leaving a uniform blank on each side. When a number of short lines are grouped together, and it is desired to use the same style of type in displaying them all, an excellent effect may be produced by giving them an irregular indentation, by beginning each line a little further to the right than the line above it was begun, preserving throughout a well-balanced irregularity.

Some of the best displays are produced, not by type, but by the absence of type. Blank spaces will nearly always improve an advertisement.

One thing remember: nothing disfigures a displayed advertisement so much as the crowding together of displayed lines. If the advertisement is brief, let the displayed lines be few.

PRaise FOR "PRINTERS' INK."

WILSON & CO., ADVERTISING AGENTS, }
83 JAMAICA ST., GLASGOW, SCOTLAND, }
March 30, 1889.

Messrs. Geo. P. Rowell & Co., New York:

Gentlemen—We are greatly pleased with your PRINTERS' INK. It is one more evidence of the "go-aheadism" of Triumphant Democracy. Will you kindly send us the back numbers—1 to 15 inclusive—for which we enclose money order. Yours fraternally,
WILSON & COMPANY.

Drs. STRONG'S SANITARIUM, }
SARATOGA SPRINGS, N. Y., April 8, 1889. }
Messrs. Geo. P. Rowell & Co.:

Enclosed please find five 2-cent stamps for the "binder" of the best work on advertising that ever was, is, will be, or can be, gotten up, i. e., PRINTERS' INK, and oblige yours truly,
S. S. & S. E. STRONG.

I can't see how any advertiser can fail to subscribe for PRINTERS' INK on an examination of its columns. JOHN J. DALY,
Publisher *The Newsmen*.

NEW YORK, April 5, 1889.

COMMENTS ON CORRESPONDENCE.

ANNOTATIONS ON LETTERS FROM ADVERTISERS.

There is a certain charm attendant upon the reading of the letters of another, arising not so much from the satisfaction of an innate curiosity as from the glimpse of character thus revealed. In these offsprings of the brain and pen the individual stands revealed as in a mental mirror. His hopes and fears are read; his plans unfolded; his schemes divined; his impulses laid bare.

From letters written by advertisers and the answers thereto, written by the advertising agent, much interesting information may be gleaned by other advertisers. To-day one advertiser may ask for and receive information upon a subject, which information another advertiser may desire to-morrow, and which from its general nature all advertisers would be benefited by knowing. It is this fact that has led us to publish below—and may lead us to continue from time to time to publish—a number of the more interesting extracts from letters received by Geo. P. Rowell & Co's Newspaper Advertising Bureau, together with an outline of the answers returned, or comments thereon, calculated to instruct the inquirer or advertisers at large.

"TIME SAVED IS MONEY EARNED."

DRESDEN, Nov. 15th, 1888.

Please let me know the charges for four insertions of the inclosed advertisement in the *American Journal of Ophthalmology*, St. Louis, and for two insertions in the *Archives of Ophthalmology*, New York.

The writer of this letter from the capital of Saxony could have obtained the information by addressing the publishers of the papers named; but by addressing the advertising agency he gets the same information by writing one letter instead of two.

WHAT ADVERTISING HAS DONE.

—, N. Y., Nov. 23, 1888.

We are considering the problem of placing of our best brand of Table Salt in special packages on the market for family use, and, if we do this, to advertise in a few of the best periodicals.

We desire our advertising to reach the wealthiest class of readers, and have in view such magazines as *Century*, *Harper's Monthly* and *Ladies' Home Journal*, of Philadelphia.

We would like your advice in the matter, and price for half page in the *Century*, also one-fourth page, and like amount in several periodicals that reach the class we desire.

Is there any extra charge for display advertisements?

We wish to feel our way along in this matter, and any information you feel like giving us in regard to this we should appreciate, as advertising is entirely new to us.

The above is a specimen of a business-like inquiry which may be the introduction of an advertiser who will expend a hundred thousand dollars a year. Salt is of more universal use than soap: and a trade-mark so well advertised as to make the article command one cent a box more than another brand would have a money value not easily computed. A man named Pratt succeeded in attaching a trade-mark to kerosene oil and is many times a millionaire. Salt costs so little that housekeepers will gladly pay a trifle extra to get the best.

DISCOUNTS AND PUFFS.

BOSTON, Mass., Nov. 25th, 1888.

I am about to put a patent medicine on the market and shall do some advertising: to be confined to the New England States at first, and would like an idea of how to do the same.

This man needs personal attention. It will be necessary to know what his facilities are for distributing his goods among the trade. His advertisement must be written, set in type, or be engraved. How much capital he can command or will risk on the experimental venture must be known. A good deal of work must be done for this man and with him. If he is willing to trust the agent to whom he applies, and will be guided by his advice, if he actually means business and has the requisite capital to meet his obligations, it will pay the agent to give close attention to his wishes and needs. If, on the other hand, he is not responsible, is not a good business man, or is distrustful and suspicious, and consequently not likely to know when he is well used, it will not pay any agent having an established business to waste time on him. The agent should practically control the business at its inception or should let it alone. Beginners in advertising are usually managed by canvassers and solicitors for out-of-town papers who have time to wait on the advertiser, study his idiosyncracies and absorb such money as he can spare: giving him in return not always good service, low rates or favorable positions, but deceptive discounts, or what is more attractive still, a personal puff.

COST OF ADVERTISING IN RELIGIOUS PAPERS.

THESSALON, Ont., Dec. 1st, 1888.

What would you charge us for advertising our journal in all the religious journals published in Canada and the United States? The advertisement to occupy one inch space.

In the American Newspaper Directory there are named between eight hundred and a thousand religious newspapers, and the cost of inserting a one-inch advertisement in them will vary from \$5 to \$10 a year in some of the smaller ones, to \$7 a week in the *N. Y. Christian Advocate*, or \$14 a week in the *Sunday School Times*.

FALLACY OF THE READING NOTICE.

LAFAYETTE, Ind., Dec. 1st, 1888.

We want to commence advertising, say Jan. 1st, and run until May 1st, covering four months. We have never done much newspaper advertising. We want to give it a fair trial. We know our goods are A1. What proportion should be reading notices and what display? We want, like every one, big results and little expenditure. We will say not to exceed \$500. Please give the matter your attention, and write us as you see best.

Reading notices intended to make the reader believe that what he reads is the opinion of the editor of the paper are now so well understood that they exert no more influence than an undisguised advertisement. A conspicuous advertisement in the advertising columns is an honest announcement of a desire to do business. There is no attempt at deception about it. If the goods are such as can be sent by mail, the papers of largest circulation should be used. If bulky, such as must be bought at stores, then the money should be spent near home. The sale of an article having merit is most advantageously advertised where the vendor and his merchandise are so well known that their reliability may be vouched for, and as those who can speak in their favor increase in number the sale can be extended over an ever-widening circle.

A SIMPLE QUESTION.

SIoux CITY, Iowa, Dec. 1st, 1888.

Please give specifications and terms on lists of "Patent" sheets for small advertisement.

This application, simple as it is, asks for rates for half of all American weeklies,—more than six thousand papers. In answer a circular would be sent giving the names of about forty companies which control the advertising space in these papers and the schedule rate per line for single inser-

tions of an advertisement in each combination.

To obtain an exact quotation or a low offer, the advertiser should have inclosed the copy which he would use for his advertisement and stated the time for which he thinks of contracting.

THE ECONOMY OF YEARLY CONTRACTS.

HARDIN, Mo., Dec. 3d, 1888.

What circulation can you give the following advertisement in the country papers published in the States of Illinois, Indiana, Ohio and Pennsylvania, and what will be the cost of its insertion for a period of two weeks?

The American Newspaper Directory estimates the circulation of all the papers, and a careful compilation from it will exhibit a pretty close approximation to the actual issues: but no general advertiser should think of contracting for county papers for so short a time as two weeks. In the average county paper having one thousand weekly issues it will cost nearly as much to insert an advertisement two weeks as it will for a month, a month will cost half as much as three months, and three months half as much as a full year. On yearly contracts for an advertisement occupying several inches of space country papers are cheap: but for so short a time as two weeks the general advertiser should always use the magazines, the religious, the agricultural, the story papers and other great weeklies, or he may deal with the so-called co-operative lists which furnish paper to about six thousand country weeklies and contract for advertisements to be inserted in all at prices which are merely nominal when compared with the sums which would have to be paid to have the same appear on the "home print" side of the same papers.

CONTROLLING A MIGHTY FORCE.

SENECTADY, N. Y., Dec. 4th, 1888.

Will you kindly furnish me with a list of the papers under your control, outside of New York State.

The only paper which we "control" is called **PRINTERS' INK**. Issued semi-monthly: advertising rates 25 cents a line or \$25 a page.

MAKE A VIRTUE OF NECESSITY.

LYNN Mass., Dec. 5th, 1888.

Inclosed please find check for fifty dollars (\$50) to advertise the following to the best of your judgment.

This shows a common sense way of getting the best possible service for the money. The man who don't know what papers he ought to use is not usually competent to pronounce for or against a list which is submitted to him. He has to trust the agent in the end. Why not make a virtue of necessity and trust him in the beginning?

A WISE ADVERTISER.

LOUISVILLE, Ky., Dec. 5th, 1888.

Find inclosed check for \$50, for which insert the inclosed ad., to occupy one-half inch, in the below mentioned papers and States. We name four papers and for the balance name the States, leaving the selection of papers to you. We want the ads. to appear twice, the first to be by January 1st, if possible. If the inclosed amount is not enough, send bill and we will send balance at once.

This man gives directions on points where he is able to rely on his own judgment and trusts his agent on all other points. He is likely to be better served than he would be if he asked a great deal of information in advance. His advertisement will be placed promptly and on the most advantageous terms.

HOW TO BEGIN.

SENECA, S. C., Dec. 5th, 1888.

I am poor but worthy, and have an infallible remedy which I wish to place before the public, therefore please give me \$10 worth of the most judicious advertising possible, and if from your experience you can word the ad. better, do so, and oblige.

It is probable that this advertiser would do better to expend his ten dollars in advertising in the papers of his own town or county. An article having real merit should be brought to the attention of those to whom the article and the vender are known, and the trade gradually extended in increasing circles from the center where the infallibility can be vouched for by the greatest number of persons of best repute.

\$2,500 FOR HALF A STATE.

SWARTZ CREEK, Mich., Dec. 10th, 1888.

We propose commencing the manufacture of a new proprietary medicine on a limited scale.

We would like to advertise the lower peninsula of the State of Michigan quite thoroughly during the coming year. We could expend about \$2,500 for that purpose.

Would this amount advertise thoroughly enough to make it a profitable investment for us? We propose to put up the medicine under a strict warrant. We think we might use some of the co-operative papers to good advantage.

You could doubtless suggest many points that would be of advantage to us.

If the advertisement is not too large the appropriation will place it pretty generally in the best papers of the sec-

tion indicated, if we omit the city of Detroit, which would itself absorb a very handsome sum. We have lately contracted for a six-inch display advertisement accompanied by an agreement to insert five hundred lines of reading matter within the year (about ten lines a week), and some very respectable county papers accept this work at rates varying from six to ten dollars a year.

On yearly contracts the country papers are cheapest, character and circulation considered, and all successful patent medicine venders find out this fact.

THE ADVERTISER'S LITTLE GAME.

ST. JOSEPH, Mo., Dec. 11th, 1888.

Please give me rates for a two-inch ad. for papers published in Northern Missouri, Eastern and Northern Kansas, Southern Nebraska and Southern Iowa.

This inquirer doubtless thinks of advertising in his own neighborhood and is willing to allow an agent to make him up a list and name a price for each, believing that such a list and estimate of price will be useful to him in conducting dealings with the publishers.

Advertising agents do themselves much harm with publishers by furnishing such information to advertisers who do not inquire in good faith: but with a purpose of playing off agents and the publishers against each other for their personal advantage.

It is known, that the advertising agent receives a commission from the publisher for his services in procuring, forwarding and guaranteeing the payment for advertising patronage; but it must be plain to any one who gives the matter some thought, that the publisher of the newspaper will not thank an agent for *intercepting business which would be sure to reach him*, and not only reduce the gross price, but insist also upon the usual further reduction of a commission for the service he claims to have performed.

It is the business of an advertising agent to create new business! To induce new men to advertise! To induce those who are advertising a little to advertise more! An advertising agent of good standing, one who understands his own best interest, will not undertake to secure patronage which an advertiser is already placing direct with the publisher, or from an advertiser who is already dealing with an agent with whom he is satisfied.

NO CURE FOR RHEUMATISM.

POUGHKEEPSIE, N. Y., Dec. 11th, 1888.

A client of mine has what he considers a valuable remedy for rheumatism which he wishes to put on the market. He has about \$1,000 which he could expend for advertising, viz., \$500 now and about \$500 at the end of a month.

He would like your views on the best way of spending this amount in advertising—the best vehicles for the purpose, and an estimate of what amount of advertising could be effected for the sum named. He thinks it best to confine his efforts, so far as newspapers are concerned, to New York State: but thinks that advertising in the more prominent magazines or periodicals would be of the most advantage.

Will you give me your views and estimates? I would suggest that the catch words "Rheumatic Sufferers" be inserted in bold, large type, and the remainder in small type.

If he would confine his advertising to New York State he must use the local dailies and weeklies. The circulation of the great magazines and prominent periodicals is distributed throughout the length and breadth of the land, unless the remedy can be sent by mail, he would do best to expend his \$1,000 in yearly contracts with papers issued within 75 miles of his own city up and down the Hudson River. If rheumatism is all which his remedy will "cure" it is not probable that he will find his investment profitable. We do not recall any remedy for this disease which has ever made a fortune for its originator, but lots of good money has been expended in advertising such.

USELESS ADVERTISING.

SOMERSET, N. Y., Dec. 11th, 1888.

Our specialty is "commercial printing." What papers could you advise us to use for advertising purposes?

He ought to use daily papers or class papers. No matter what papers he uses it will be a miracle if he gets back the money he pays for advertising.

EDUCATING THE MASSES.

TROY, N. Y., Dec. 11th, 1888.

I have a useful patent which I would like to push. Please advise what it would cost.

The advertiser who would be willing to pay twenty-five cents for every family who could be "educated" up to the value of his goods would thus devote \$3,000,000, to educate the 12,000,000 families which make up the 60,000,000 people of the United States. This sum would do the business thoroughly in a year, for it is sufficient to pay for the insertion of a full column in every issue of every publication, and for resetting the matter, making it new in

every issue of each separate publication. We will receive and execute the contract.

WHICH HALF?

PHILADELPHIA, Dec. 18th, 1888.

Please give estimate of a six-line ad. in one-half of all the papers in Pennsylvania for one month.

Queries! Why does he want exactly one-half of the Pennsylvania papers? Which does he want, those in the Eastern half or the Western? Does he want the poorest half or the best?

It has been shown that less than one hundred newspapers print one-fourth of all the copies issued, and that more than sixteen thousand print the other three-fourths. The same rule applies to Pennsylvania papers. There are more than a thousand published in the State, but half the circulation can be reached by using less than one hundred of them. Which does this advertiser want to use—the one hundred or the nine hundred?

HE GETS A CIRCULAR.

DEXTER, Mich., Dec. 28th, 1888.

Please send the necessary information requisite to placing an advertisement in the various newspapers.

This applicant gets a circular which is intended for the instruction of just such inquirers as he.

Advertising is like Death in this particular, that it is always in season. Times are good, business is brisk, prices are firm. People are disposed to buy and liberal in expenditure. It is then that advertising is useful, not to stir their disposition, which is already active, but to direct the course of their patronage. Times are bad, business is dull, prices are drooping. People are disposed to economize in consumption and stint in expenditure. It is then that advertising is useful, first to stir their disposition, which is reluctant, and next to direct the course of their patronage. Times are quiet, business is fair, prices are middling. People buy necessities freely, but are inert and even a little timid about an experimental or indulgent expenditure. It is then that advertising is useful, first to awaken desire and confidence, and next to direct the course of patronage thus actually created. It is obvious that for each of these separate conditions there must be a distinct mode of advertising.

PROPRIETARY MEDICINES.

There is no part of the country where proprietary medicines are more generally used by the people than in New England. The thrifty and economical people of that oldest section of the country have learned during generations past that it is more convenient as well as cheaper to obtain simple and satisfactory remedies for the ordinary forms of sickness, at the drug store, than from the physicians. The immense growth of the sales of many well known patent medicines is sufficient evidence of the fact that these remedies are constantly used by increasing numbers of intelligent people. As a matter of fact, most of the ailments that afflict or annoy mankind are the pains and aches and bruises, the colds, catarrhs and fevers, the weariness and indigestion connected with the daily routines of the work-a-day world. The proprietary medicine, as a rule, is just about the same remedy for any of these disorders or diseases of the human system as the best physicians habitually prescribe. Whether pill or powder, tincture or tonic, cordial or liniment, the patent medicine is commonly a common sense remedy, skillfully prepared and wisely adapted to the needs of the patient. The symptoms of ordinary ailments and diseases are so accurately described, and the directions for using the proper remedy in any case are so carefully given, that any person can treat his own case without calling upon a physician. One can obtain all the advice needed at the local drug store from an ordinary clerk, who necessarily becomes familiar with well known remedies in constant demand. Of course the local physicians may talk disparagingly of patent medicines, but this fact is often a sure indication of the value and efficiency of the proprietary article.

There are some proprietary medicines of very great value, because they are efficient to cure the most serious and dangerous diseases. It is not to be supposed that new discoveries are confined to mechanical arts and physical sciences. No science has made more rapid progress within the past generation than chemistry, and the discovery of an efficient remedy for a dangerous disease becomes rightly and legitimately a proprietary secret.—*Chicago Saturday Blade.*

CIRCULARS.



Circulars are not brought in direct contact with other advertisements, as is the newspaper advertisement, and it is therefore not necessary to compose a circular with a view of giving it sufficient prominence to enable it to preserve its individuality and to attract attention when massed with other advertisements. Ingenuity in the making up of a circular is necessary, however, and attractive indeed must be the one that escapes at the hands of the business man instant consignment to the waste-basket.

Illustrations, fanciful types and colored inks may be employed to please the eye of the recipient and to attract the necessary attention.

The accompanying illustrations are those which the Religious Press Association used on the outside pages of a little circular they have recently sent out.

The pictures are good examples of outline illustrations and tell their story briefly. The first represents the experienced business man advising the

callow youth to advertise; the second shows the youth grown to manhood and the empty shelves and well-filled wallet indicate that good advice was not wasted upon him.

There are two explanatory verses accompanying these illustrations on the Religious Press Association's circular, but we prefer not to outrage the poetical sentiment of our readers by reproducing them. It is hard to understand why so many advertisers prefer poor verse to good prose.

Until recently the only method that newspapers and other periodical publications had of placing a statement of their merits as advertising mediums before advertisers was by means of circulars. The advent of PRINTERS' INK has provided them with a cheaper and a better way, and the page advertisement of the Religious Press Association in this issue would seem to indicate that they are among the ones who recognize this fact.



NEWSPAPERS IN VERMONT.

Those who are interested in newspaper circulations, and who read the letter from the Burlington *Free Press*, printed on page 442 of the preceding issue of PRINTERS' INK will be interested in the further developments of the case.

The question is, whether the Burlington *Free Press* or the Montpelier *Argus and Patriot* is read by the largest number of the best class of persons in every section of the State of Vermont.

Every Vermont publisher has been asked to express an opinion, and was also requested to tell which of the two papers had a greater circulation in his field. The following replies have been received:

From the Middlebury *Star*:

The *Free Press* has decidedly the largest circulation in this vicinity, and its class of readers are far ahead of the *Argus and Patriot*.

From the Woodstock *Age*:

My impression is that the *Argus and Patriot* has the largest circulation; it is so in this town, anyway.

From the Jericho *Press*:

The *Free Press* certainly has the largest circulation in this part of the State. As to the question of the better class of citizens, the *Free Press* certainly stands way ahead of the *Argus*. The only "hold" that the *Argus* seems to have is among the lower class—the rough and drinking kind.

From the West Randolph *Herald and News*:

The *Argus* has fifty subscribers in this town, Randolph, and in this county, while the *Free Press* has one. I am opposed to the *Argus*, as it is my sharpest competitor; but I believe it has by far the largest list in Vermont of any paper.

From the Londonderry *Sifter*:

The *Argus* has been reared in a bed of slime, and its readers are of that class that fatten on low personal journalism. The *Free Press* is a high-toned journal, and numbers among its patrons the best elements of our population.

From the Bristol *Herald*:

In our opinion the *Argus* leads the *Free Press* in the State at large. This town being nearer Burlington the *Free Press* leads, though the *Argus* is much sought after—one copy being used by eight or ten different persons. As to "the best class of citizens" clause we believe that it is a "stand off" between the two. The *Argus* doubtless has the largest circulation.

From the Brattleboro *Reformer*:

The *Free Press* has the largest circulation, and the *Argus* is the most widely distributed. In this county the *Argus* has perhaps 200 subscribers and the *Free Press* not over twenty-

five. But as we are nearer to Montpelier than Burlington geographically, the test is not a fair one. The *Free Press* circulation is nearer local than the *Argus*; but it has been making efforts to extend its field for several years, and we believe it has a heavy circulation in the Northern and Western portion of the State. Taking everything into consideration, we should say there is no great difference between the two as to the class of citizens they represent. If there is a choice it would be in favor of the *Free Press*.

From the Ludlow *Tribune*:

I frequently find the *Argus*, even in Republican households: the *Free Press* I seldom or never see hereabouts. Though my political sympathies are with the *Free Press*, my belief is that the *Argus* has a long lead in the matter in question.

From the Springfield *Reporter*:

We should decide in favor of the *Free Press*, although at this post-office there are more *Argus and Patriots* taken than *Free Presses*.

From the Barton *Monitor*:

There are only a limited number of these papers of either kind circulated in this county. A few Democrats have the Democratic *Argus*. The circulation of the *Free Press* is small this way also.

From the Brandon *Union*:

I think that in my own field the *Argus* has the greater number of subscribers, being taken in many cases on account of its politics; while my location is rather out of the *Free Press* range. As to the quality of the two lists, probably that of the *Free Press* is the better one. We are apt to relegate Democrats to the back seat, still in Vermont many Democrats are—personally—very decent sort of fellows.

From the Northfield *News*:

The *Argus and Patriot* has the largest circulation here in this vicinity, as we are the next town to Montpelier, but the *Free Press* has a large circulation, especially the daily *Free Press*, and among the best class of citizens.

From the White River Junction *Landmark*:

The *Argus* is certainly ahead of the *Free Press* in this section. I do not know of a copy of the weekly *Free Press* that is taken in town. Still there may become, I think there can be no question but what the daily *Free Press* has the widest circulation in the State with a better class of citizens.

A correspondent in St. Albans thinks:

The claim of the *Free Press* to a circulation of 5,000 for their weekly is too high: the same of the daily circulation also. As far as this town is concerned, the postmaster informs me that the *Argus* sends over fifty copies to this post office and the *Free Press* four or five, and I think the same ratio would do all through this county. They have a few subscribers to the daily, and the newdealer and boys sell a few on the street and at the depot.

From the Jericho *Reporter*:

The Burlington *Free Press* has ten subscribers to the *Argus and Patriot's* one, and among a better class of readers.

From the Manchester Journal :

Neither paper has very much circulation in this county. In this town the *Free Press* has not more than three or four, and the *Argus* and *Patriot* I think not over a dozen.

From the Poultney Journal :

At this post office, at which I am postmaster, the *Free Press* sends one in exchange, and the *Argus* and *Patriot* three, besides an exchange.

From the St. Johnsbury Caledonian :

The *Argus* has the wider and more thoroughly distributed circulation in every part of Vermont. The *Free Press* is taken among the best class of citizens.

From the Cambridge Transcript :

The circulation of the Montpelier *Argus* and *Patriot* has certainly diminished greatly from what it was four years ago, and the same cause for lessening of their circulation has been the means of increasing that of the Burlington *Free Press*. As to circulation throughout the State, the *Argus* and *Patriot* is more generally distributed, there being not over a half dozen towns and not many more post offices where they have no subscribers, but the belligerent attitude of the proprietor in favoring political appointments during the Democratic administration has made the paper many enemies, so that to-day without doubt the *Free Press* has by far the larger circulation. As our territory is in close proximity to Burlington, the *Free Press* will run over the circulation of the *Argus* three to one in this section of the State.

P. S.—As regards the class of people who support these papers, you know as well as we that northern Democrats and southern Republicans are about off from the same piece.

From the Burlington Clipper :

Have formerly been in the local field of the *Argus* and am now a neighbor of the *Free Press*. The *Free Press*, until within a couple of years, has sold for \$2 per year, the same as the *Argus*. It then reduced to \$1. Until that reduction in price its list was recognized as being very small, the price being so high for the quantity of matter it contained. It sent out canvassers, and claimed to have greatly increased its circulation, and undoubtedly did add a good number of new subscribers. Last fall the State Republican Committee offered the paper, as it did many others, for ten cents for about three months' time during the campaign, making up the difference to publishers from its campaign fund. Outside of a few towns in this immediate vicinity, I think the *Argus* has the largest circulation. The *Argus* and *Patriot*, although a Democratic journal, was the pioneer in giving news by towns, and has by far the largest and best corps of correspondents of any paper in the State, and although a majority of people despise its politics as much as I do, they recognize it as the best newspaper in the State, and consequently read it. The editor of the *Argus* is in every sense an honest man. From my business acquaintance with the *Argus* I believe that it has at least 5,000, and possibly all it claims.

A correspondent in West Randolph thinks :

The Brattleboro *Reformer* has the largest circulation of any newspaper in the State by several thousand, but the *Free Press* has large-

ly increased since the web perfecting press was put in last year and the paper improved. There is little difference in the circulation of the two papers. The *Free Press* circulates among a better class than the *Argus*.

Another correspondent writes as follows from Brattleboro :

Since the establishment of a Democratic paper in this county in 1876, it has been generally understood that the *Argus* has had only a nominal circulation in this section. The *Free Press* being situated in a comparatively remote part of the State, and on the opposite side of "the Mountain," we doubt if that paper has, or claims, a general circulation in this county.

As regards the class of readers, we suppose that no one familiar with Vermont affairs would doubt that the preference is decidedly with the *Free Press*. The *Reformer*, a newspaper published in Brattleboro, has an average issue of 5,173 copies, and its publisher believes that it circulates more generally throughout the State of Vermont than any other paper. He makes affidavit that he has subscribers in 184 out of the 240 towns in the State, and in 317 out of the 521 post-offices.

A correspondent at Bellows Falls says the *Free Press* is certainly taken among the "better class," and should say more extensively.

O. H. Jones, Wilmington, Vt., has the impression that their circulation is about equal in his section.

The *Free Press* claims to have readers "in 160 out of the 240 towns in Vermont." The *Argus* and *Patriot* says that it circulates in 209 towns in Vermont, "the total number in the State being 243."

From an affidavit in our possession furnished by the *Argus* and *Patriot*, we learn that the circulation of this paper has for the past six months averaged 6,100 copies, and during that time no editions have been printed for gratuitous distribution, nor has any edition been increased for the purpose of sending out sample copies. The circulation has been "a bona fide paid-for circulation at the regular advertised subscription rate of two dollars a year in advance."

The truth of this affidavit is attested by Hiram Atkins, editor and proprietor of the *Argus* and *Patriot*; George Blair, foreman of the *Argus* and *Patriot* office; H. G. Dewing, of the subscription department, and George Atkins, business manager.

Mr. Atkins expresses an opinion that 6,000 subscribers who pay \$2 a year for the paper, unsolicited, are worth more than 5,000 dollar-subscribers caught by the low price and brought in by canvassers.

The *Free Press* will perhaps be heard from again.

*THE ATTITUDE OF THE
SECULAR PRESS IN AMER-
ICA TOWARD RELIGION.*

BY A. H. SIEGFRIED,

EASTERN BUSINESS MANAGER OF THE
"CHICAGO DAILY NEWS."

Our present thought must chiefly take hold of the attitude of the general newspaper—not toward religion in its broad and all-inclusive sense, but as we now know and are in and of it—the newspaper press as toward Christianity. My contribution to the discussion is of a very simple, and, as I have at least tried to make it, of a strictly practical sort. Whatever else it may be or may not be, it is the view of a newspaper man, and from the newspaper standpoint. To some extent it is the attempt of one all his life in newspaper work, and knowing something of its inner motives, and forces and workings, to show to those outside a little of the average newspaper's inner thought of its own relation to religion—not what should be or what may be made its attitude, but what is its actual and present attitude.

As a means to this practical end, and as measuring somewhat the strength and pervasiveness of this secular force, please be patient under a very few details and figures. According to the American Newspaper Directory, April 1, 1889, there were in the United States, the Territories and the British American Provinces, 17,107 regular publications of all classes. Excluding from these the religious publications, and other special class publications, there remain in America over 14,000 of the secular sort of newspapers. But, drawing now a third and smaller circle, and shutting out by a great deal the larger number of secular publications, we come to the 1,500 daily newspapers which produce an immense proportion of the whole secular circulation; which make by much the larger part of the world's noise, which chiefly set the pace for the quick thought and nervous movement of the people. At the Hartford meeting of the American Congress of Churches our present subject was that of an entire evening's discussion. The first address was by Dr. Washington Gladden. His first sentence was—"The attitude of the average American editor toward religion is one of calm superiority,"—and around that idea he mainly built his argument.

There is some truth in the statement and force in the argument, but if thirty odd years of newspaper work and observation go for anything, and if one of the lines of study which have been applied to the present use of this question reveal anything, it is plain to me at least that Dr. Gladden would better have substituted for "calm superiority" friendly indifference. True is it that the daily press has much to say of and at religion, and that here and there sincerity and genuine piety are behind the saying; but, taking the American daily press in the lump, it is neither untrue nor ungenerous, no, when fully considered, is it surprising, to say that, aside from the dollar-and-cent interest inherent in religion as a part of the great whole to be reported, discussed, scandalized, supported, commended and turned over with all the rest of the world's doing, fact and fancy, to be sold as part of the publisher's merchandise, neither the thought, spirit nor works of religion have special place or value in the real regard of the daily secular press. When I began really to think on this subject—and one of the lesser proofs that Dr. Gladden should have said "indifference" instead of "superiority," is in the fact that during many years of newspaper work I never had really thought of its *relation to religion*—early in such thought came the conviction that the newspaper press is not hostile, but rather friendly to religion when there is occasion for any showing of its feeling at all, but that as the daily grind goes on the wide world thinks and feels and reads so much more about the thousand and one things outside of religion, that the matter as to religion is simply indifference. Out of this came the idea that I might do two things by direct correspondence with the newspaper men—confirm or combat this conviction of their religious indifference, and at the same time secure for our interest and instruction their own personal, direct and characteristic expressions on the whole subject.

Seven perfectly simple and obvious questions were formulated—none of them aimed at securing novel ideas or original information, but designed to secure from the American editor, without the intervention of the professional "we," his own personal ideas as to his own professional relation to religion. These seven inquiries, briefly stated, asked for individual opinion as to the

attitude of the secular press toward religion in its broad sense; then as limited or defined by creeds and formulations; then as a practical force for the good of mankind; then an inquiry as to the average space or prominence given to religious matter of any and all sorts; then, in order to get at the direct personal interest of those who manage and shape and make newspapers, there were questions as to the professed religious conviction of the editor and publisher, and, based either upon actual knowledge or general estimate, inquiry as to the proportion of staff writers, managing editors and reporters who are openly and professedly in religious connection and communion. These inquiries were printed upon a convenient sheet, each with ample space for easy reply. Each sheet was accompanied by a separate and personal letter stating the purpose of the inquiry, and each bore assurance that the name of no answerer should be publicly given out contrary to his expressed wish. Each was accompanied, also, by a stamped and addressed envelope for return of the answer. In short, the questions were easy and convenient to answer, and the reason for and manner of putting them were at least as good as usually attend the advance of the newspaper interviewer when he goes out seeking whom he may put to inquiry. These were sent to all the leading daily newspapers printed in English and German in the United States and Canada—106 English and 35 German—141 in all, and from the 141 papers just 28 answers were received—23 from papers printed in English and 5 from those printed in German. So, after allowing for all the real or fancied reasons which might fairly be given for not attending to such a request, the silence of the 113 would seem to reasonably support the theory that religious indifference is a characteristic of the average American editor. Two of the return envelopes came back from Philadelphia, sealed and empty, which probably were meant as indicative of the average Philadelphia newspaper opinion.

The interest and value of the results of this correspondence chiefly rest in getting some idea of the personal religious interest and association of those who immediately produce the American newspaper, and in securing such cues, clues and sidelights as come from their own individual and characteristic expressions. The report from all the

German papers is that not one man on the editorial, reportorial or business staffs has any sort of connection with any religious body. The editor of one leading St. Louis paper says he is an agnostic. Three of the five give no space whatever to religion or religious matter, and the other two only what is necessary to report daily happenings.

As to the 23 papers printed in English, from which responses came, the reports show that of their editors 13 are professors of religion; of their publishers, 9. Of the proportion of staff writers and reporters who are in religious connection, the *Minneapolis Tribune* says—"very small indeed;" the *Louisville Commercial* says—"one-fifth;" *Atlanta Constitution*—"three-fourths;" *St. Paul Globe*—"probably 10 per cent;" *Albany Evening Journal*—"at least one-half;" *Pittsburgh Chronicle-Telegraph*—"eight out of a writing force of 24;" *Brooklyn Times*—"about one-third in actual church communion—all in sympathy with the practical ideas of religion;" *New York Journal of Commerce*—"five-ninths;" *Newark Advertiser*—"not many;" *Rochester Democrat and Chronicle*—"a very small portion;" *Boston Traveler*—"one-third;" *New Haven Palladium*—"one out of four;" *Newark Evening News*—"one-third;" *Washington National Republican*—"about one per cent;" *Columbus Ohio State Journal*—"just one-half;" *Chicago Evening Journal*—"one in five;" *Montreal Witness*—"12 or 13 out of 14 of regular staff, and the same proportion in other departments;" *Milwaukee Evening Wisconsin*—"probably one-fourth;" *Indianapolis Sentinel*—"probably two out of the six;" *Chicago Daily News*—"less than one-half;" as to the other papers—none at all.

The press of the smaller cities has a truer and deeper interest in religion than that of the great cities, and what has been said of the village press needs only slight qualification to make it applicable to that of the smaller and middle class cities. Whether as to small or great papers and centers, I think we may gather out of it all that not "calm superiority," not hostility, not, all things considered, more than natural indifference, mark the attitude of the secular press toward religion: but, rather, friendship, alliance, when religion moves in its even and wonted course; strong helpfulness and prominence to religious affairs and interests

when special events and conditions make them dominant; often outspoken censure and criticism when religion pushes forward her differential dogma, her millinery and mechanism; but swift, sharp, rifle-shotted, bayonet-fixed, knife-to-the-hilt war for religion when she is unfairly, needlessly or unworthily assailed.

A distinguished, observant and every-way-to-be honored clergyman has recently said that the *Sunday* newspaper must go. He never made a greater mistake. The *Sunday* newspaper has come to stay. Every Christian man in America may refuse to buy it or its advertising space, but it will stay and grow. No single branch of trade or manufactures in existence fifteen years ago, shows so large a relative growth as the making and sale of the *Sunday* newspaper. I do not speak for it or against it, but simply of the fact of its growth and permanence, so that I may state another fact—that there neither is nor has been such another force working toward the mere secularization of the Christian Sabbath as the *Sunday* newspaper. I do not even stop to consider whether *Sunday* secularization is a good or a bad thing, but, out of long experience upon daily papers having *Sunday* editions, and others not having them, and out of careful observation of the *Sunday* newspaper from its origin during the war and up through its wonderful development, I say to the religionist and the Sabbatarian that—not because it so designs or seeks or wishes, but because of the simple nature and outcome of the thing itself—the *Sunday* newspaper has done more than any and all things else for *Sunday* secularization.

The *Sunday* paper is here; it will stay; it will grow; you cannot down it nor even ignore it. What is religion going to do for it and with it? Shall it be a *Sunday* newspaper, or a paper for and of the Sabbath?

Religion, as embodied in its clergy and more active laity, often weakens its own case by holding the secular press amenable to a too high and close religious test, and by overlooking the simple and controlling motive of secular newspaper production. The average secular newspaper is made for the one purpose of financial profit. Newspapers are sometimes started and conducted, even at a loss, to serve party, political, social, or other ends, but I think no daily newspaper ever had birth in America that did not have as its dis-

tingent and controlling purpose the making of money, aside from any real or fancied good it might do. It is distinctively within evidence that the first newspapers never dreamed of teaching or influencing men, but were made simply to collect and deal in news and entertainment, as in any other commodity. But because this was the work of intelligence upon intelligence, and because of the conditions inherent in this kind of business, it soon took higher form and service, and came into a moral and even religious responsibility, of which in its origin it never took thought.

As a detective and corrective force, the newspaper can and does go where religion cannot without smirching her garments, and so becomes her willing, strong and sometimes indispensable ally. In the line of discovering, exposing, strangling and driving to the wall vices and corruptions, which seem at times to make a load too grievous to be borne, but almost too weighty to be removed—say what you will of the often viciously impure, scandalous and demoralizing tone and contents of a portion of the secular press—there do come occasions when the best religious and moral organization falls short of the end, and the facilities and power of the press come in to do indispensable work on its own account, or to prepare the way for and co-operate with the gentler force. There do come times of moral sultriness and miasma when purity and healthfulness are only possible after the cyclone's whirl and the tornado's blast, and something other than religion must raise the wind.

The *Springfield Union*, of Springfield, Mass., nail their colors to the mast in the following manner:

No Matter

When it is; no matter what it is; no matter who it is; our prices are invariable.

It would be well if more papers would follow their example.

THE CIRCUS BILL.—'They have been at a great feast of languages and stolen the scraps.'—*Love's Labor Lost*, Act V., Scene 1.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

CHAS. L. BENJAMIN,

EDITOR.

GEO. P. ROWELL & CO.,

PUBLISHERS.

PRINTERS' INK is issued on the first and fifteenth of each month. Terms, post-paid, One Dollar a year, in advance; single copies, Five Cents.

ADVERTISING RATES:

25	Cents a Line.
25	Dollars a Page.
15	" " 1/2 "
10	" " 1/4 "

Office: No. 10 Spruce St., New York.

NEW YORK, APRIL 15, 1889.

NEW ADVERTISEMENTS.

AMERICAN RURAL HOME.
SAN FRANCISCO MORNING CALL.
RELIGIOUS PRESS ASSOCIATION.
SPRINGFIELD REPUBLICAN.
THOUSAND ISLANDS NEWS.
OFFICE CARPETS CLEANED.
SUGAR HOUSE MACHINERY FOR SALE.
IMPORTANT TO LARGE ADVERTISERS.

By means of what is called the "comparative method" of study and investigation in natural, physical and mental science; or in history, philosophy, politics, literature, art, or any other branch of human inquiry, it is found possible to extract from a mass of varying qualities, conditions and circumstances those that are fundamental because universal and permanent. In like manner, if one would take, say a hundred familiar and successful advertisements; resolve each into its elements, and then reject every element not found in each example, he would learn what are the true, absolute fundamentals of every successful advertisement, and would have taken the first step in the art of constructing advertisements. If he would then restore to the basic elements of each selection those parts rejected as not fundamental, he would have taken the second step by learning how skeletons identical in structure are variously clothed with flesh, so as to stamp each completed figure with a winning individuality. There are other steps in the art of advertising, but these two are the earliest and the most important.

At the recent conference of the Methodist Episcopal Church, held in this city, a report of the Sabbath Committee advocating the abolishment of Sunday papers was unanimously adopted.—*New York Daily Paper.*

THE Church has said that the Sunday paper is the enemy of the people; and the people, following obediently the teachings of the Church, have learned to love their enemy.

THE Sunday paper is firmly established: it is useless to attempt to abolish it. It owes its existence to the fact that newspaper publishers find it profitable to issue a Sunday edition of their paper, and be it good or evil, it is here, and here it will remain until it ceases to be a source of profit. Until the people are convinced that it is sinful to purchase the Sunday paper, it will be impossible to convince the publishers that there is any sinfulness in issuing it. Let the Church, then, cease to attack and vilify the Sunday paper; let it cease to wage a vain war of extermination against it, and if the Sunday paper be ungodly, let the Church deal with it as it deals with the ungodly heathen. A live newspaper, converted, would be of service to the Church in influencing the people; a hundred unconverted, dead, would be of use to no one.

GOOD, fresh advertisements are not the least interesting and valuable part of a trade journal. It has been stated that a publisher of a prominent paper hoped to see the day when the profits on his paper would be so large that he could dispense with advertising matter altogether. We think he did not take the right view of advertising matter. Advertisements are news. They tell the readers what they want to know and where they can buy articles that are useful to them. The editor and correspondents do not by any means furnish all that is interesting. The skillful advertiser, by his way of putting things and calling attention to the goods he has for sale, does much to make a journal valuable to its readers.

The House has under consideration to-day Senator Dorr's amended bill relating to practicing physicians in Ohio. A more pernicious and transparent piece of class legislation has not been before the General Assembly than this bill and those of a kindred nature now pending. This one fact is quite sufficient to call for the overwhelming defeat of all these uncalled-for measures. Boiled down, they mean simply that some physicians with more devotion to the "ethics" of the profession than to good sound sense and equity, do not like to have their practice interfered with by specialists *who are modern enough to advertise*. It is wrong for the Legislature to be invoked to the aid of any one class against another division of the same class. Let the "regular" physician bring his wares into the market like any other line of business and meet competition fairly, and not ask the State to compel the people to bow down before his idol.—*Ohio State Journal*, March 8, 1889.

THE question of whether a physician or surgeon shall or shall not advertise his profession or business is not a proper one to be determined, either directly or indirectly, by legislation, but by the voluntary action of the parties interested, in the medical and surgical societies. In the days when medical advertisements related entirely to charlatan practitioners and quack remedies, there was reason enough why reputable physicians and surgeons should hold themselves aloof from the practice of advertising. But now that the advertising columns of the newspapers have become the accepted ministers and organs of society for well-nigh every useful function that a newspaper advertisement is capable of performing, it results merely in a loss and inconvenience to the public and the physician to exclude the latter from making use of that vehicle of information which serves nearly every other reputable need of the community. Lawyers, clergymen and dentists resort to newspaper advertising without censure, and it is difficult to conceive why medical men should not. The avidity with which they seize upon and prolong every opportunity to get into the advertising columns without breaking the rule, as upon a change of residence, office-hours or professional partnership arrangements shows that they are not

satisfied with their own ethical code so far as it relates to advertising. Any law that might be proposed in Ohio for a test of the professional qualifications of anybody assuming to act as a physician or surgeon would be free from censure, but if the aid of the law is necessary to prohibit physicians from advertising in newspapers, the reason of the old prohibitory regulation must have broken down, which would be an argument against, instead of for, such a law. Other bills than the one referred to by the *Ohio State Journal* propose to prohibit the manufacture or sale of proprietary medicines in that State, a piece of sumptuary and paternal legislation for which not a favorable word can reasonably be said. Such a law would stand on a different footing altogether from those familiar laws which Ohio has, or ought to have, against the sale of adulterated or deleterious compounds. The Dorr bill and those relating to proprietary medicines, are too obviously prompted in the interest of monopoly and not at all, except by pretense, in the public interest.

THE *Elmira Advertiser*, in a circular letter, announces that N. M. Sheffield, 85 Tribune Building, New York, no longer represents them, and that hereafter all business will be transacted with the main office. Having dispensed with their special agent, they now reduce their advertising rates (as is usual in such cases), thus giving "advertisers the benefit of commissions heretofore paid a middleman." It is well known and understood on all sides that a special agent is the agent of the publisher. He aims to secure his commission from the advertiser; the general agent is the agent of the advertiser, and secures his commission from the publisher. At first blush the special agent would seem to be the best for the publisher—oftentimes, without doubt, he is so. There are cases, however, where it don't work that way.

NEWS AND NOTES.

The second annual convention of the General Newspaper Advertising Agents will be held at the Astor House, New York, on Thursday, April 18. This association, composed of the leading advertising agencies of the country, was organized in April, 1888, for the following reasons set forth in the constitution of the association:

To advance the interests, elevate the standard and improve the status of the calling in which the members are engaged.

To increase their power to serve their customers and the newspapers, and to protect themselves against practices which are injurious.

To have in existence an authorized committee who may meet and negotiate with a similar committee of publishers for the purpose of considering and taking action upon questions which arise of interest to all.

A new quarterly, published at 164 Fifth Avenue, New York, bears the name of *Graver and Palette*. It is devoted to the interests of devotees of the fine arts, amateur or professional, and seems assured of its success.

The Philadelphia Record calculates that during the month of March the paper printed by them was 1,316 miles in length. This represents an output for that month of 3,131,413 copies.

The Chicago weekly journal, *America*, has been reduced to one-half its former size, the number of its pages have been doubled and its price has been reduced to three dollars a year. Thomas Nast will hereafter contribute a page cartoon to each issue.

F. G. Barry is extending his line of society papers. Not content with *The Richfield News*, *The Saratoga News* and *The St. Augustine News* he will, on June 30, issue the first number of a similar publication to be known as *The Thousand Islands News*. The new paper will be in all respects equal to its companion publications, and will circulate along the St. Lawrence, through Lakes Champlain and George to Saratoga. "Joe" Kerr is to be local editor and Frank H. Taylor will furnish the illustrations. Departments under the supervision of Wm. H. Hayne, Clinton Scollard, Louis Lombard, Geo. H. McCord and Fannie Edgar Thomas will be among the new features of the older papers this year, making them of greater interest to readers, and consequently of more value to advertisers.

The *American Bookseller*, New York, has removed its offices from 10 Spruce street to 22 East Eighteenth street, at the corner of Broadway.

G. M. Brennan, of this city, has recently been appointed Eastern representative of the *Indianapolis Sentinel* and the *New Orleans City Item*.

Henry W. Grady, of the *Atlanta Constitution*, is beginning a history of the Southern portion of the Union. The editor is to be assisted by specialists and the work will be illustrated.—*The Writer*.

The New York Weekly Witness presents an improved appearance in its new dress of type.

The Canadian Bookseller, of Toronto, Canada, enters upon its second volume with the April issue.

B. B. Herbert, editor of the *National Editorial Journalist*, while in New York recently favored PRINTER'S INK with a brief visit. Mr. Herbert is a pleasant-faced man, an interesting conversationalist and a first-rate editor; albeit the *National Editorial Journalist* and PRINTER'S INK do not always agree on subjects relating to newspaper advertising.

The Chicago *Wildwood's Magazine*, which will begin in May its second year, will appear at that date in an improved form and with an extended scope, with Mr. Charles Hallock, the original editor and founder of *Forest and Stream*, as associate editor with Mr. F. E. Pond. Mr. Hallock will have charge of a branch office and editorial rooms at Washington, D. C., through which any business with the main office may be transacted.

The Chicago *Inter-Ocean* has purchased the property on the northeast corner of Dearborn and Madison streets, embracing some nine thousand square feet, and will erect on it a building bearing its name. The price paid for the property was close upon a million dollars.

We have received an attractively printed menu of the anniversary banquet held March 26 in celebration of the consolidation of two Iowa papers, *The Keokuk Democrat* and *The Keokuk Constitution*. Judging from the menu the guests enjoyed themselves. Messrs. Warwick and Ranson gave them the opportunity, at any rate.

The comparison of the 1889 edition of the American Newspaper Directory with the 1888 edition, shows a net increase of 797 in the number of papers, which fact does not indicate the number of changes in the newspaper business during the year, for the year 1889 edition contains the description of 2,685 newspapers which were not in the previous edition, and there were (a most remarkable coincidence of figures) 1,888 newspapers in the last year's edition of the book, which died or disappeared from the newspaper world during the year 1888.

The third edition of Robert Luce's book, "Writing for the Press," has just been issued. Many additions and revisions make this new edition a practically new book, in size twice that of the first edition, and in arrangement much improved. "Writing for the Press" is "a manual for editors, reporters, correspondents and printers." The author might have added "advertisers" with perfect propriety, for the book contains much information valuable to this class. The first seven pages tell how to prepare copy for the printer, which of course applies to the preparation of advertisements, as well as to matter of greater literary merit. The next eight pages contain hints on composition and "Some Grammatical Questions." Then follow thirty pages devoted to explaining and commenting upon words and phrases frequently misapplied. Chapters on "Errors of Arrangement," "Mixed Metaphors," "Some Words with Puzzling Plurals," "Punctuation," "Proof-Reading," "Newspaper Writing," "Telegraph Correspondence" and "Typographical and Miscellaneous" follow in the order named. The book—which has been adopted as the text-book of the Department of Journalism at Cornell College—is bound in paper covers, and contains nearly one hundred pages, including an appended list of text and reference books useful to writers. It may be obtained from the Writer Publishing Co., Boston, Mass., on receipt of fifty cents.

AN OFFICE TO LET IN THE Rowell Building, No. 10 Spruce street, up two flights from street. Size, 8 by 12 1-2 feet. Rent \$150 per year, including steam heat. Apply to GEO. F. ROWELL & CO.

A GOOD RESOLUTION. Have your Office Carpets cleansed by T. J. Stewart, 1554 Broadway, N.Y., Erie & 5th Sts., J. C. Tel. call 376, 39th St., N. Y., 155, Jersey City.

IMPORTANT to large Advertisers.—Full page advertisement, 12x10, for one year, free, to firm taking, at actual printers' cost, from 25,000 to 100,000 per month for distribution. Sells 15 cents—in large quantities about 12-2 cents. Correspondence solicited.—P. O. Box 3413 N. Y.

PATENTS PROCURED by Charles F. Benjamin, Corcoran Building, Washington, D. C., for \$65, including government fees and drawings. Every specification and amendment revised by himself before filing. Send description, with rough drawing or model, by mail. **Preliminary Advice Free.** Specific advice as to patentability or profitability, \$5 to \$10, often saving cost of application or useless patent. More money than ever in patents, but invention must be something wanted, and specification, claims and drawings thoroughly prepared.

A LIST of 1,000 NEWSPAPERS Divided into States and Sections will be sent on application—FREE. To those who want their advertising to pay, we can offer no better medium for thorough and effective work than the various sections of our Select Local List. Address GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

AGENTS WANTED to Canvass for Advertising Patronage. A small amount of work done with tact and intelligence may produce a considerable income. Agents earn several hundred dollars in commissions in a single season and incur no personal responsibility. Enquire at the nearest newspaper office and learn that ours is the best known and best equipped establishment for placing advertisements in newspapers and conveying to advertisers the information which they require in order to make their investments wisely and profitably. Men of good address, or women, if well informed and practical, may obtain authority to solicit advertising patronage for us. Apply by letter to GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York, and full particulars will be sent by return mail.

Advertise where and when you can reach those you wish to interest.

MORAL:

THE RICHFIELD NEWS.

THE SARATOGA NEWS.

THE ST. AUGUSTINE NEWS.

THE THOUSAND ISLANDS NEWS.

Address C. BARRY, UTICA, N. Y.

BIND YOUR COPIES
OF
PRINTERS' INK.



A Handy Binder for PRINTERS' INK may be obtained for five two-cent stamps. It holds the numbers for an entire year in a compact and convenient form.

Copies are easily inserted or removed.

Address the Publishers,

GEO. F. ROWELL & CO.,
10 Spruce Street, N. Y.

COLORING INKS for Type-writer Circulars.—We manufacture inks for this special purpose—purple, blue, or any specified shade—in cans from one pound upwards. Price, \$1.50 a pound. Address W. D. WILSON PRINTING INK CO. (Limited), 140 William St., New York.

WITH DICK'S MAILER, in 10 hours, each of six Experts, *unaided*, fits for the mail-bags **20,000 Inter-Oceans**, 2 a second have been stamped. Undying list "Rights" are *one cent* for every address in weekly average; a mailer, \$10.25. *No agents*. Get your *send off* by writing to inventor, Rev. ROBT. DICK, **Buffalo, N. Y.**

New England Newspapers.

For a check for \$135 we will insert a one-inch advertisement one month in our New England Select Local List, consisting of 26 Dailies and 123 Weeklies. Orders are sent to one-half the papers on the 1st of every month and the remainder on the 15th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce Street, New York.

Middle States Newspapers.

For a check for \$180 we will insert a one-inch advertisement one month in our Middle States Select Local List, consisting of 65 Dailies and 173 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

Southern Newspapers.

For a check for \$135 we will insert a one-inch advertisement one month in our Southern Select Local List, consisting of 40 Dailies and 87 Weeklies. Orders are sent to one-half the papers on the 13th of every month and the remainder on the 27th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., N. Y.

Western Newspapers.

For a check for \$275 we will insert a one-inch advertisement one month in our Western Select Local List, consisting of 212 Dailies and 241 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

Canada Newspapers.

For a check for \$50 we will insert a one-inch advertisement one month in our Canadian Select Local List, consisting of 15 Dailies and 47 Weeklies. Orders are sent to one-half the papers the 11th of every month and the remainder on the 25th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

Secure your space in THE SARATOGA NEWS.



PUBLISHERS wishing **BICYCLES**, by writing to A. W. GUMP & Co., Dayton, Ohio, can make arrangements to pay part of the amount in advertising. Largest stock of new and second-hand bicycles in America. Mention this paper.

THE NEW YORK PRESS: Daily, Weekly and Sunday: The PRESS was first published December 1, 1887. Circulation February 1, 1888, 26,550. Circulation June 1, 45,944. Circulation August 1, 66,482. Circulation September 1, 76,480. Circulation October 1, 90,970. Circulation October 27, 100,064. Circulation November 7, 254,846. Advertisers should observe and use the New York PRESS.

FOR SALE.

Sugar House Machinery.

Eleven ft. diam. copper vacuum pan, mixers with Weston Centrifugal Machines, boilers, engines, pumps, cast iron, wrought iron and wooden tanks, piping, &c., &c., &c.

To be seen at refinery,

39 East Street, New York.

Send for catalogue and particulars to

GEO. M. NEWHALL ENG'G CO., L^{td}.

41 Wall Street, New York,

Or 136 South 4th St., Philadelphia.

Or Refinery, 39 East St., N. Y.

AS AN ADVERTISING MEDIUM, THE

Springfield (MASS.)

Republican,

Established in 1824, by Samuel Bowles, is unrivalled in its field. It is the leading newspaper of New England, and the most widely known provincial journal in America. Its circulation is by far the largest of any daily in New England out of Boston, with one possible exception. It is read by all classes throughout Western Massachusetts, and possesses an influential clientele in Connecticut, Vermont and New Hampshire.

THE REPUBLICAN is a handsome quarto sheet, printed on one of Hoe's Improved Perfecting Presses. *No cuts or electrotypes* are allowed to disfigure its pages, and all advertisements are tastefully set up and intelligently classified.

Ordinary advertising 5 cents a line of seven words, each insertion in DAILY or SUNDAY; 10 cents in WEEKLY; Displayed, 10 cents a line, in DAILY or SUNDAY; 20 cents in WEEKLY.

Reduction for one month or longer. Send for full rate card and specimen copy.

NEW YORK OFFICE:

BROADWAY & WALL STREET.

BRIDGMAN, BIRMINGHAM & CO.,

GENERAL AGENTS.

Secure your space in THE RICHFIELD NEWS.

It Will Pay

To persistently advertise in the papers of THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, an article which appeals to householders. The people who take and read these Religious Weeklies are the heads of families who have homes to keep up, children to rear, clothe and educate, tastes to gratify. They are the intelligent, provident and well-to-do portion of the community. In short, they are the money-saving and money-spending people upon whom the foundations of business rest.

Over 240,000 Homes are reached weekly by the combined list.

THE SUNDAY SCHOOL TIMES.

Circulation for 1889 not less than 128,000 copies weekly, to paid-up yearly subscribers. Is general, city and country, among Sunday-school teachers, Superintendents, Pastors, Bible scholars and workers—**not among children.** Goes to the extent of guaranteeing its subscribers against loss by fraudulent advertisers.

THE PRESBYTERIAN.

One of the oldest, if not the oldest Presbyterian paper. Its readers belong to the prosperous classes mainly. They are mostly in Pennsylvania, New Jersey and New York. In proportion to circulation it is without a peer as an advertising medium. It is read in the most prominent families—the people who are steady and liberal purchasers.

THE LUTHERAN OBSERVER.

It is the oldest, and exceeds in circulation all the other English Lutheran papers published in this country. It is the leading Lutheran organ. Its readers are largely substantial, old-time people. The circulation is chiefly in Pennsylvania, New York, New Jersey, Maryland, Ohio and on to the West.

THE NATIONAL BAPTIST.

The circulation is chiefly in Pennsylvania and New Jersey. Baptists are among the most thrifty and vigorous people; and this is one of the brightest Baptist papers. No competitor in the States named. Does its work thoroughly. Advertisers say acceptably also.

THE CHRISTIAN STANDARD AND HOME JOURNAL.

The circulation is larger in the vicinity of Philadelphia than elsewhere; but more than half is general. Not sectarian; but aims at promotion of Christian Holiness. Its readers are serious people, thoughtful and forward looking; many of them Methodists.

THE PRESBYTERIAN JOURNAL.

The circulation is chiefly in Pennsylvania, New Jersey and New York; also general West and South. Progressive Presbyterian and Evangelical. Its readers are active minded, prosperous people. A live paper that attracts attention and keeps things stirring.

THE REFORMED CHURCH MESSENGER.

Official organ of the Reformed Church of the United States, commonly known as the German Reformed. Its readers are mainly staid, responsible people in the older parts of the country. A suburban and farming people, provident and thrifty.

THE EPISCOPAL RECORDER.

The only periodical of the Reformed Episcopal Church. Circulation is general, mostly in cities. Its readers are the highly cultivated, earnest people of means. A paper of much influence and without a rival in its work.

THE CHRISTIAN INSTRUCTOR.

The circulation is general, with a large sprinkling near by Philadelphia. United Presbyterian, which sect contains over 100,000 members. This is next to its most important paper. So ably edited as to draw the utmost confidence of its readers, who are sound in their church loyalty, prosperous, steady, comfortable.

THE CHRISTIAN STATESMAN.

The circulation is among those earnest people everywhere, who desire that God shall be recognized in the Constitution of the United States, and that the country shall be distinctively Christian, chiefly in the Middle and Western States. Such people are active, wide-awake and substantial

THE LUTHERAN.

Circulation mostly in Pennsylvania, and Middle-State towns and cities. Organ of the High Church Lutherans. Its readers are quiet, prosperous people; old families who look to this paper for counsel in church and home affairs.

THE CHRISTIAN RECORDER.

Circulation mostly in Southern, Middle and Southern States. African Methodists' only paper; official church organ. These people are poor in the main, with many hindrances; but liberal purchasers of the ordinary things of life. They maintain a very creditable paper, and are proud of it.

THE BALTIMORE BAPTIST.

Circulation is in Maryland, District of Columbia, Virginia and West Virginia; very little beyond. The only Baptist paper in Maryland; has grown rapidly from the start; influential in Church and home affairs for Southern Baptists; rich people among them, all prosperous.

THE EPISCOPAL METHODIST.

Published in the interest of the Baltimore Conference of the Methodist Episcopal Church, South, an organization numbering 33,000 members. It aims to present living issues in a brief and crisp manner. The circulation of the paper is chiefly in Maryland, Virginia and West Virginia.

THE PRESBYTERIAN OBSERVER.

The only Presbyterian paper published in Maryland. It enjoys besides almost a monopoly in Delaware, District of Columbia, Virginia and West Virginia. A vigorous paper, read by people of means and intelligence—the most liberal buyers of that rich section of the country.

ADVERTISERS can use one or all the papers as preferred. The advertising rate is fair, fixed, and below the average charge of papers with nothing like the character, value and substantial following of these Religious Weeklies. Address all inquiries to the Religious Press Association (Mutual Life Building), Chestnut and 10th Sts., Phila.

ALWAYS IN THE LEAD!

The Best Local Reports;
The Best Special Writers;
The Best Telegraph Service;
The Best Political News;
The Best Editorial Reviews;
The Best in Everything.

THE CALL continues as in
the past at the head of all
San Francisco newspapers.

THE
SAN
FRANCISCO

SWORN CIRCULATION.

Daily.....45,360

Sunday.....48,680

Weekly.....21,500

MORNING CALL

A RECORD OF ADVERTISING.

Sundays during 1888.

Read the following Testimonials!	TOTAL PAGES.				Read the following Testimonials!
		Dry Goods.	General Display.	Eastern Business	
	MORNING CALL	94	178	25½	
	CHRONICLE	35	151	21	
	EXAMINER	21	128	10	

The fact that the CALL carries nearly 3 times as much *Dry Goods* Advertising as any other San Francisco paper shows that the *Local Merchants* who best know the value of the different papers regard the CALL as the best advertising medium. It also leads all others in General Advertising. An examination of the papers will readily verify this statement. No circulation talk in this; but open—on the surface—truths.

The CALL is the leading newspaper of San Francisco.

We append a few of the many letters in our possession from the leading firms of San Francisco. They speak for themselves:

J. J. O'BRIEN & CO.,

DRY GOODS IMPORTERS.

SAN FRANCISCO, Sept., 1888.

Having been a continuous advertiser in the MORNING CALL for the past twenty odd years, we beg to state that we have at all times considered it the best medium used by us for advertising purposes. Result and observation satisfy us that it circulates in the home circles to a greater degree than any other newspaper printed on the Pacific Coast. This is so confirmed that we rely almost wholly upon its columns for whatever part of our success in business is dependent upon newspaper advertising. At the present time we are using its columns to the extent of \$30,000 per year.

J. J. O'BRIEN & Co.

M. J. FLAVIN & CO.,

THE I. X. L. STORES.

SAN FRANCISCO, Sept., 1888.

We take pleasure in stating that the MORNING CALL is one of the best advertising mediums on the Pacific Coast, if not the best. The above facts we prove practically when

we state that we hardly believe that we have been out of that paper three consecutive days in seventeen years. M. J. FLAVIN & Co.

KEANE BROS.,

DRY GOODS IMPORTERS.

SAN FRANCISCO, Sept., 1888.

Having used the columns of the MORNING CALL very extensively for a number of years past, we desire to testify to its effectiveness as an advertising medium. Its general circulation among the public, and principally in the homes of all classes, commends it to all judicious advertisers.

KEANE BROS.

CITY OF PARIS

DRY GOODS EMPORIUM.

SAN FRANCISCO, Sept., 1888.

We desire to state that for many years we have used the columns of the MORNING CALL as a medium to reach the homes of all classes in the community. We value it as one of, if not the very, best advertising mediums in California.

G. VERDIER & Co.

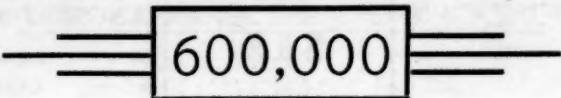
If you want to reach the homes of the people of California, you cannot afford to do without THE CALL.

NEW YORK OFFICE:

90 POTTER BUILDING.

F. K. MISCH,

EASTERN MANAGER.


 600,000

APRIL ANNOUNCEMENT.

SIX HUNDRED THOUSAND CIRCULATION.

THE

American Rural Home,

ROCHESTER, N. Y., AND CHICAGO, ILL.

Will circulate during the following two weeks—each edition—the following:

April 20..... 300,000 | April 27..... 300,000

These immense weekly editions include the regular paid-up subscription list of over 150,000 copies, and the extra copies (for which we make no charge), will be mailed, post paid, to a select list of names, all different, no duplicates, in the Western, Northwestern, Southern, and Pacific Coast States and Territories, collated solely with a view of securing them as new subscribers.

The Best Paying Advertising Medium in the United States.

ADVERTISING RATES.

Regular Display, Agate Line..... \$1.00
Reading, Solid Agate Line..... 1.50

DISCOUNTS.

On the number of Agate lines in less than
Four Consecutive insertions:

100 Lines, 5 per cent.....	95 c.
250 Lines, 10 ".....	90 c.
500 Lines, 15 ".....	85 c.
1,000 Lines, 20 ".....	80 c.
2,000 Lines, 25 ".....	75 c.
3,000 Lines, 30 ".....	70 c.

Consecutive or Every Other Week in
sections:

4 Times, 5 per cent.....	95 c.
8 Times, 10 ".....	90 c.
13 Times, 15 ".....	85 c.
16 Times, 20 ".....	80 c.
32 Times, 30 ".....	70 c.

Only one line of Discounts available.

Discounts hold from 4 to 8, etc., i. e., a 7-time advertisement takes the 4-time discount, etc.

A. FRANK RICHARDSON, REPRESENTATIVE.

14 Tribune Building, N. Y.

567 "The Bookery," Chicago.

NOW READY!

American Newspaper Directory

— FOR —

1889.

TWENTY-FIRST ANNUAL VOLUME.

FIFTEEN HUNDRED AND THIRTY-SIX PAGES.

PRICE, FIVE DOLLARS.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the names of all papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable tables and classifications.

Sent to any address on receipt of price, by

GEO. P. ROWELL & CO., Publishers,

(Newspaper Advertising Bureau),

10 Spruce St., New York.

A FREE copy of the AMERICAN NEWSPAPER DIRECTORY will be sent, Carriage Paid, to any person who is a patron of GEO. P. ROWELL & Co.'s Advertising Bureau, to the amount of Fifty Dollars.



A CAREFUL examination of the proposition which is made on the next page reveals the fact that it offers an extraordinary advantage to an advertiser, who wishes to insert a comparatively small advertisement for a single month, in the best newspapers in a considerable number of towns having from 10,000 to 100,000 population.

There is on the whole list but a single paper which charges less than three dollars for a month's insertion in Daily and Weekly issues as catalogued: and there are many in which the publisher's rate for the Daily alone ranges between six and eighteen dollars.

Of the several special offers which we put forth this is the one upon which competitors look with most amazement. They treat it very much as the boy did the heated horseshoe in the blacksmith's shop:—after taking it in hand once he didn't have to be told afterwards to let it alone.

BARGAINS IN ADVERTISING IN DAILY NEWSPAPERS

IN MANY PRINCIPAL CITIES AND TOWNS.

AN AVERAGE PRICE OF

 **\$3** 


FOR ONE INCH OF SPACE, ONE MONTH, OR LESS THAN *ONE-THIRD*
OF THE REGULAR CASH PRICE

ADVERTISERS may select any 50 or more Dailies from the following list, at a cost of \$3 per inch, a month, per paper; and the same advertisement will also be inserted in the weekly edition, as named in the catalogue, without additional cost.

ADVERTISEMENTS are forwarded the day the order is received in our office, and *prompt insertion guaranteed*.

EACH publisher is requested to send to the advertiser a marked copy of both the Daily and the Weekly containing the first insertion of his advertisement. A complete file of every paper can be examined in our office at any time within three months from date of insertion.

THE combined monthly issue of the Dailies is 7,479,000 copies, and of the Weeklies, 1,157,800 copies.

ONE inch, one month, in the *entire list* (including 261 Dailies and 244 Weeklies) costs \$600.  For three months, \$1,800, less 10 per cent., or \$1,620 net.

FOR any selection of less than 50 of the papers approximately low figures will be given on application, but it is not usual to allow any discount from the publisher's rates on an order for only a single paper.

GEO. P. ROWELL & CO.,

NEWSPAPER ADVERTISING BUREAU,

10 SPRUCE ST., NEW YORK.

ALABAMA.

EUFAULA,	Times and News,	Daily and W'kly
MOBILE,	Register,	Daily and W'kly
SELMA,	Times and Mail,	Daily and W'kly

ARKANSAS

HELENA,	World,	Daily and W'kly
HOT SPRINGS,	Sentinel,	Daily and W'kly

COLORADO.

BOULDER,	Herald,	Daily and W'kly
CENTRAL CITY,	Register Call,	Daily and W'kly

CONNECTICUT

BRIDGEPORT,	Standard,	Daily and W'kly
HARTFORD,	Post (e. o. d.),	Daily and W'kly
MERIDEN,	Republican,	Daily and W'kly
NEW HAVEN,	Journal & Courier (e.o.d.),	Daily and W'kly
NEW LONDON,	Day and Week (e.o.d.),	Daily and W'kly
NORWICH,	Bulletin (e.o.d., no cuts),	Daily and W'kly

DAKOTA TERRITORY.

FARGO,	Republican,	Daily and W'kly
GRAND FORKS,	Herald,	Daily and W'kly
MITCHELL,	Republican,	Daily and W'kly
SIOUX FALLS,	Press.	Daily and W'kly
YANKTON,	Press and Dakotaian,	Daily and W'kly

DELAWARE.

WILMINGTON,	News (e. o. d.),	Daily and W'kly
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FLORIDA.

GAINESVILLE,	Advocate,	Daily and W'kly
PENSACOLA,	Commercial,	Daily only

GEORGIA.

AMERICUS,	Republican,	Daily and W'kly
ATHENS,	Banner-Watchman,	Daily and W'kly
GRIFFIN,	News,	Daily and W'kly
ROME,	Tribune of Rome,	Daily and W'kly

IDAHO TERRITORY.

BOISE CITY,	Statesman,	Daily and W'kly
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ILLINOIS.

ALTON,	Telegraph,	Daily only
BLOOMINGTON,	Leader,	Daily and W'kly
CAIRO,	Bulletin,	Daily and W'kly
CHAMPAIGN,	Gazette,	Daily and W'kly

DANVILLE,	Commercial,	Daily and W'kly
ELGIN,	News,	Daily and W'kly
FREEPORT,	Bulletin,	Daily and W'kly
GALENA,	Gazette,	Daily and W'kly
GALESBURG,	Republican-Register,	Daily and W'kly
JACKSONVILLE,	Journal,	Daily only
JOLIET,	Republic and Sun,	Daily and W'kly
MOLINE,	Dispatch,	Daily and W'kly
OTTAWA,	Journal,	Daily and W'kly
PEKIN,	Times,	Daily and W'kly
QUINCY,	Whig,	Daily and W'kly
ROCKFORD,	Register,	Daily and W'kly
ROCK ISLAND,	Argus,	Daily and W'kly
SPRINGFIELD,	State Journal,	Daily and W'kly
STREATOR,	Free Press,	Daily and W'kly

INDIANA.

COLUMBUS,	Republican,	Daily and W'kly
EVANSVILLE,	Journal,	Daily and W'kly
FORT WAYNE,	Sentinel,	Daily and W'kly
JEFFERSONVILLE,	News and Democrat,	Daily and W'kly
KOKOMO,	Gazette-Tribune,	Daily and W'kly
LAFAYETTE,	Courier,	Daily and W'kly
LOGANSPOUT,	Journal,	Daily and W'kly
MADISON,	Courier,	Daily only
MICHIGAN CITY	Dispatch,	Daily and W'kly
MUNCIE,	News,	Daily and W'kly
NEW ALBANY,	Ledger (e. o. d.),	Daily and W'kly
RICHMOND,	Palladium,	Daily and W'kly
SEYMOUR,	Democrat,	Daily and W'kly
SHELBYVILLE,	Democrat,	Daily and W'kly
SOUTH BEND,	Tribune,	Daily and W'kly
TERRE HAUTE,	Express (e. o. d.),	Daily and W'kly
VINCENNES,	Sun,	Daily and W'kly
WASHINGTON.	Democrat,	Daily and W'kly

IOWA.

ATLANTIC,	Telegraph,	Daily and W'kly
BURLINGTON,	Hawk-Eye (e. o. d.),	Daily and W'kly
CEDAR RAPIDS,	Republican,	Daily and W'kly
CLINTON,	Herald,	Daily and W'kly
COUNCIL BLUFFS,	Nonpareil,	Daily and W'kly
CRESTON,	Gazette,	Daily and W'kly
DUBUQUE,	Herald,	Daily and W'kly
IOWA CITY,	Republican,	Daily and W'kly
KEOKUK,	Constitution-Democrat,	Daily and W'kly
MARSHALLTOWN,	Times-Republican,	Daily and W'kly
MUSCATINE,	Journal,	Daily and W'kly
OTTUMWA,	Courier,	Daily and W'kly
SIOUX CITY,	Journal,	Daily and W'kly

KANSAS.

ATCHISON,	Champion,	Daily and W'kly
EMPORIA,	News,	Daily only
FORT SCOTT,	Monitor,	Daily and W'kly
LAWRENCE,	Tribune,	Daily and W'kly
OTTAWA,	Republican,	Daily and W'kly
TOPEKA,	State Journal,	Daily and W'kly

KENTUCKY.

BOWLING GREEN,	Times,	Daily and W'kly
COVINGTON,	Commonwealth (e. o. d.),	Daily and W'kly
LEXINGTON,	Transcript,	Daily and W'kly
MAYSVILLE,	Bulletin,	Daily and W'kly
OWENSBORO,	Messenger & Examiner,	Daily and W'kly
PADUCAH,	News,	Daily and W'kly

LOUISIANA.

SHREVEPORT,	Times (e. o. d.),	Daily and W'kly
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MAINE.

AUGUSTA,	Journal,	Daily and W'kly
BANGOR,	Commercial,	Daily and W'kly
BATH,	Times,	Daily and W'kly
BIDDEFORD,	Journal,	Daily and W'kly
PORTLAND,	Press (e. o. d.),	Daily and W'kly

MARYLAND.

CUMBERLAND,	Times and Alleganian,	Daily and W'kly
FREDERICK,	Times,	Daily and W'kly
HAGERSTOWN,	Globe,	Daily and W'kly

MASSACHUSETTS.

BROCKTON,	Enterprise,	Daily and W'kly
HAVERHILL,	Bulletin,	Daily and W'kly
LAWRENCE,	American,	Daily and W'kly
LOWELL,	Citizen,	Daily and W'kly
NEW BEDFORD,	Standard,	Daily and W'kly
SPRINGFIELD,	Republican (e.o.d., no cuts),	Daily and W'kly
TAUNTON,	Gazette,	Daily and W'kly
WORCESTER,	Spy,	Daily and W'kly

MICHIGAN.

ADRIAN,	Times and Expositor,	Daily and W'kly
BATTLE CREEK,	Journal,	Daily and W'kly
BIG RAPIDS,	Pioneer,	Daily and W'kly
FLINT,	Journal,	Daily and W'kly
GRAND RAPIDS,	Eagle,	Daily and W'kly
JACKSON,	Patriot,	Daily and W'kly
LANSING,	Republican,	Daily and W'kly

MARQUETTE,	Journal,	Daily and W'kly
MUSKEGON,	Chronicle,	Daily and W'kly
PORT HURON,	Times,	Daily and W'kly

MINNESOTA.

FERGUS FALLS,	Journal,	Daily and W'kly
MOORHEAD,	News,	Daily and W'kly
WINONA,	Republican,	Daily and W'kly

MISSISSIPPI.

MERIDIAN,	News,	Daily and W'kly
NATCHEZ,	Democrat,	Daily and W'kly

MISSOURI.

CARTHAGE,	Banner,	Daily and W'kly
CHILLICOTHE,	Tribune,	Daily and W'kly
HANNIBAL,	Journal,	Daily and W'kly
JEFFERS'N CITY,	Tribune,	Daily and W'kly
JOPLIN,	Herald,	Daily and W'kly
MOBERLY,	Monitor,	Daily and W'kly
ST. JOSEPH,	Herald,	Daily and W'kly
TRENTON,	Republican,	Daily and W'kly

MONTANA TERRITORY.

HELENA,	Herald,	Daily and W'kly
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NEBRASKA.

BEATRICE,	Express,	Daily and W'kly
FREMONT,	Herald,	Daily and W'kly
LINCOLN,	State Journal,	Daily and W'kly
NEBRASKA CITY,	Press,	Daily and W'kly

NEW HAMPSHIRE.

CONCORD,	Monitor and Statesman,	Daily and W'kly
DOVER,	Democrat,	Daily and W'kly
MANCHESTER,	Union (e. o. d.),	Daily and W'kly
NASHUA,	Telegraph,	Daily and W'kly
PORTSMOUTH,	Times and Union,	Daily and W'kly

NEW JERSEY.

BRIDGETON,	News,	Daily and W'kly
BURLINGTON,	Enterprise,	Daily and W'kly
CAMDEN,	Post,	Daily only
ELIZABETH,	Journal (no cuts),	Daily and W'kly
NEW BRUNSW'K,	Fredonian,	Daily and W'kly
VINELAND,	Journal,	Daily only

NEW YORK.

AMSTERDAM	Democrat,	Daily and W'kly
AUBURN,	Advertiser,	Daily and W'kly
BATAVIA,	News,	Daily only
BINGHAMTON,	Democrat,	Daily and W'kly
CORNING,	Democrat,	Daily and W'kly
ELMIRA,	Gazette and Free Press,	Daily only
FLUSHING,	Journal,	Daily and W'kly
GLENS FALLS,	Times,	Daily and W'kly
HORNELLSVIL'E,	Tribune,	Daily and W'kly
HUDSON,	Republican,	Daily and W'kly
ITHACA,	Journal,	Daily and W'kly
JAMESTOWN,	Journal,	Daily and W'kly
KINGSTON,	Freeman (no cuts),	Daily and W'kly
LOCKPORT,	Journal,	Daily and W'kly
LONG IS'ND CITY,	Star,	Daily and W'kly
MIDDLETOWN,	Argus,	Daily and W'kly
NEWBURGH,	Journal,	Daily and W'kly
OGDENSBURGH,	Journal,	Daily and W'kly
OLEAN,	Times,	Daily and W'kly
OSWEGO,	Palladium,	Daily and W'kly
PORT JERVIS,	Union	Daily and W'kly
POUGHKEEPSIE,	Eagle,	Daily and W'kly
ROME,	Sentinel,	Daily and W'kly
SYRACUSE,	Journal,	Daily and W'kly
TROY,	Times (4 t. a w., no cuts),	Daily and W'kly
UTICA,	Press,	Daily only

NORTH CAROLINA.

DURHAM,	Recorder,	Daily and W'kly
NEW BERNE,	Journal,	Daily and W'kly
RALEIGH,	News and Observer,	Daily and W'kly
WILMINGTON,	Morning Star,	Daily and W'kly

OHIO.

CANTON.	Repository,	Daily and W'kly
CHILLICOTHE,	News,	Daily and W'kly
COLUMBUS,	Press (e. o. d.)	Daily and W'kly
DAYTON,	Herald (e. o. d.).	Daily and W'kly
HAMILTON,	News,	Daily and W'kly
LIMA,	Times,	Daily and W'kly
MANSFIELD,	Herald,	Daily and W'kly
NEWARK,	Advocate,	Daily and W'kly
SANDUSKY,	Register,	Daily and W'kly
SPRINGFIELD,	Republic-Times,	Daily only
STEUBENVILLE,	Herald,	Daily and W'kly
TOLEDO,	Commercial,	Daily and W'kly
XENIA,	Gazette and Torchlight,	Daily and W'kly
YOUNGSTOWN,	Telegram (e. o. d.),	Daily and W'kly
ZANESVILLE,	Courier,	Daily and W'kly

PENNSYLVANIA.

ALLENTOWN,	Chronicle and News,	Daily and W'kly
ALTOONA,	Tribune,	Daily and W'kly
BEAVER FALLS,	Tribune,	Daily and W'kly
CHESTER,	Times,	Daily only
DANVILLE,	Record,	Daily and W'kly
EASTON,	Free Press,	Daily and W'kly
ERIE,	Dispatch,	Daily and W'kly
HARRISBURG,	Telegraph,	Daily and W'kly
HAZELTON,	Sentinel,	Daily and W'kly
JOHNSTOWN,	Tribune,	Daily and W'kly
LANCASTER,	Examiner,	Daily and W'kly
LEBANON,	Times and Standard,	Daily and W'kly
LOCK HAVEN,	Express,	Daily and W'kly
McKEESPORT,	Times,	Daily only
MAUCH CHUNK,	Times,	Daily only
MEADVILLE,	Tribune and Republican,	Daily and W'kly
NORRISTOWN,	Herald and Free Press,	Daily and W'kly
OIL CITY,	Derrick (e. o. d.),	Daily and W'kly
POTTSTOWN,	Ledger,	Daily and W'kly
POTTSVILLE,	Miners' Journal,	Daily and W'kly
READING,	Times,	Daily and W'kly
SCRANTON,	Times,	Daily and W'kly
SHAMOKIN,	Dispatch,	Daily and W'kly
SHARON,	Eagle,	Daily and W'kly
SHENANDOAH,	Herald,	Daily and W'kly
TITUSVILLE,	Herald,	Daily and W'kly
TOWANDA,	Review,	Daily and W'kly
WEST CHESTER,	{ Local News and Jef- }	Daily and W'kly
	{ fersonian (3 t. a w.), }	
WILKES-BARRE,	Record of the Times,	Daily and W'kly
WILLIAMSPORT,	Gazette and Bulletin,	Daily and W'kly
YORK,	Daily,	Daily and W'kly

RHODE ISLAND.

PAWTUCKET,	Evening Times	Daily only
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TENNESSEE.

KNOXVILLE,	Journal,	Daily and W'kly
MEMPHIS,	Public Ledger,	Daily and W'kly

TEXAS.

BRENHAM,	Banner,	Daily and W'kly
HOUSTON,	Post,	Daily and W'kly
SAN ANTONIO,	Express (2 t. a w.),	Daily and W'kly
SHERMAN,	Democrat,	Daily and W'kly

VERMONT.

RUTLAND,	Herald,	Daily and W'kly
ST. ALBANS,	Messenger,	Daily and W'kly

VIRGINIA.

LYNCHBURG,	Advance,	Daily and W'kly
NORFOLK,	Virginian (e. o. d.),	Daily and W'kly
PORTSMOUTH,	Times,	Daily and W'kly

WEST VIRGINIA.

CHARLESTON,	Star,	Daily and W'kly
HUNTINGTON,	Times,	Daily only
PARKERSBURG,	State Journal,	Daily and W'kly
WHEELING,	Intelligencer (e. o. d.),	Daily and W'kly

WISCONSIN.

BELOIT,	Free Press,	Daily and W'kly
EAU CLAIRE,	Free Press,	Daily and W'kly
FOND DU LAC,	Commonwealth,	Daily and W'kly
JANESVILLE,	Gazette,	Daily and W'kly
LA CROSSE,	Republican and Leader,	Daily and W'kly
MADISON,	Journal,	Daily and W'kly
MILWAUKEE,	Wisconsin (2 t. a. w.),	Daily only
OSHKOSH,	North-Western,	Daily and W'kly
RACINE,	Journal,	Daily and W'kly

NEW BRUNSWICK.

MONCTON,	Times,	Daily and W'kly
ST. JOHN,	Telegraph (e. o. d.),	Daily and W'kly

NOVA SCOTIA.

HALIFAX,	Herald,	Daily and W'kly
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PROVINCE OF ONTARIO.

BELLEVILLE,	Ontario Chronicle,	Daily and W'kly
BERLIN,	News,	Daily and W'kly
BRANTFORD,	Expositor,	Daily and W'kly
BROCKVILLE,	Recorder	Daily and W'kly
GUELPH,	Herald,	Daily and W'kly
HAMILTON,	Times,	Daily and W'kly
KINGSTON,	British Whig,	Daily and W'kly
LONDON,	Advertiser (e. o. d.),	Daily and W'kly
PETERBOROUGH,	Review	Daily and W'kly
PORT HOPE,	Guide,	Daily and W'kly
ST. CATHARINES,	Journal	Daily and W'kly
ST. THOMAS,	Journal	Daily and W'kly
STRATFORD,	Herald	Daily and W'kly

Miscellanies.

Managing Editor—Did you prepare that article on "The Intellectual Attainment of the Four Hundred?"

Reporter—Yes, sir.

Managing Editor—About how much space will it occupy?

Reporter—About six lines.—*Burlington Free Press*.

Williamson—Why, hello, Spriggs, haven't seen you for a long time. Still molding public opinion, are you?

Spriggs—No, I have quit journalism.

Williamson—Ah! what are you doing?

Spriggs—Running a newspaper in Cleveland.—*Arkansas Traveller*.

Old Lady—I hope, my boy, that you do not sell papers on Sunday?

Small Newsboy (sadly)—No, mum; I ain't big enough ter carry a Sunday edition yet.—*Harper's Bazar*.

Farmer—I didn't have any money for the paper, so I thought I would bring you in a load of turnips.

Editor—Yes; that's as good to me as the money. Er—before you go, Mr. Hayseed, there's a little matter I'd like to speak to you about.

Farmer—Well, what is it?

Editor—You don't want to buy a load of turnips, do you?—*Judge*.

Managing Editor—I think we can stand another minion editorial.

Writing Editor—What, minion yet? Well, I'll write you a daisy.

Managing Editor (faintly)—No bouquets, please.—*Washington Critic*.

An article in a valued exchange is headed, "Do you read advertisements?"

Well, about three times a week we are led into reading a thrilling account of something by an eye-witness that tails off into a cake of soap or a bottle of bitters; but it isn't our fault, and it isn't a means of spiritual growth or moral improvement.—*Burdette*.

"Books published 300 years ago sell from \$25 to \$500 a volume." Many modern authors, whose unsalable editions are reposing on booksellers' shelves, must regret that they didn't have their works printed in the fifteenth century. But we don't suppose they thought of that.—*Norristown Herald*.

Smart Wife—Don't worry, George. I wrote an article for the paper to-day, showing how to get up a family dinner for \$1, and I took it around and the editor gave me a dollar.

Husband—That's a rare piece of good luck. What are you going to do with the dollar?

"I am going to try that receipt myself, and see if it will work."—*New York Weekly*.

Strictly Business—Porter: Two gentlemen want to see the President.

Secretary Halford (ex-editor)—Who are they?

"One says he's a journalist, sah, an' the other says he's a newspaper man."

"Admit the newspaper man and kick the journalist out."—*Philadelphia Record*.

It's a wise child that goes out of the room to laugh when the old man mashes his thumb.—*Terre Haute Express*.

A dry goods house advertising seal sacques the other day added to its advertisement, "Circulars free." A lady, after reading the advertisement, sent a note to the house asking for a circular—a fur-lined one.—*Boston Courier*.

Tubbs—I flatter myself that honesty is printed on my face.

Grubbs—Well—er—yes, perhaps—with some allowance for typographical errors.—*Burlington Free Press*.

Editors are being recognized officially. The President is a pious man, who doesn't propose to see the writeous forsaken.—*Washington Critic*.

There is said to be a scarcity of \$100 bills, but we must confess that we hadn't noticed it.—*Lowell Citizen*.

Wibble—Don't tell me that advertising amounts to anything. I advertised three consecutive days for an old woman to act as housekeeper and never got a single answer.

Wabble—It was your own fault that you didn't. You should have advertised for a middle-aged woman.—*Terre Haute Express*.

When a modern youth becomes ensconced in a street car the ladies discover that he doesn't belong to the rising generation.—*Yonkers Gazette*.

A clever newspaper man puts his news items from Chicago and Boston under the title of "Pork and Beans."—*Munsey's Weekly*.

"How it Feels to Take a Bath," is the big headline on a long article in a Western paper. Western editors never hesitate to sacrifice their personal feelings in order to get a piece of sensational news.—*Somerville Journal*.

Motto for a child's toy bank—Drop your nickel in the slot, and get five cents' worth of exercise trying to shake it out next day.—*Puck*.

We have frequently been struck by the elegant newspaper English which emanates from Minneapolis. Here is a recent specimen: "He is a very elegant conversationalist, as full of anecdotes as an onion is of odor."—*Burlington Free Press*.

Critic (to manager)—Do you think your new burlesque will be a success?

Manager—Success! Why, it must be, we've spent fifty thousand dollars on lithographs alone!—*Exchange*.

Wife: This religious paper has a long editorial headed, "How shall we stop the great evil of lying?"

Editor (sorrowfully)—I don't know that it can be stopped, but it might be lessened materially by the religious press giving proper credit to quotations from the humorous journals.—*Texas Siftings*.